

## Claims

- [c1] 1. A display arrangement for a vehicular load carrier, a portion of the arrangement being visible to an observer when installed upon a carrying vehicle, said arrangement comprising:  
an elongate component of a vehicular load carrier, said elongate component including a receiver configured to exchangeably accept an appearance-customizing insert.
- [c2] 2. The display arrangement as recited in claim 1, further comprising:  
an appearance-customizing insert having a display surface, said display surface configured to be exposed for visual observation when said insert is installed in said receiver.
- [c3] 3. The display arrangement as recited in claim 2, further comprising:  
said receiver being an elongate track defined in a side wall of a wheel tray of a vehicular load carrier.
- [c4] 4. The display arrangement as recited in claim 2, further comprising:  
said receiver being an elongate track defined at a side wall of a wheel tray of a vehicular load carrier.
- [c5] 5. The display arrangement as recited in claim 4, further comprising:  
an interior space of said track forming a channel, said channel being configured to slidingly accept said insert.
- [c6] 6. The display arrangement as recited in claim 5, further comprising:  
said channel having an access opening through which said insert is installable, said access opening being located at an end of said wheel tray.
- [c7] 7. The display arrangement as recited in claim 5, further comprising:  
said interior space of said channel being at least partially defined by an overhang, said overhang configured to receive a portion of said insert thereunder for retaining said insert in said channel.
- [c8] 8. The display arrangement as recited in claim 7, further comprising:  
said overhang being a substantially U-shaped hook.

- [c9] 9. The display arrangement as recited in claim 8, further comprising:  
said substantially U-shaped hook being an integrally formed portion of said tray.
- [c10] 10. The display arrangement as recited in claim 8, further comprising:  
said substantially U-shaped hook being substantially downwardly open when said tray is installed upon a roof-top of a carrying vehicle.
- [c11] 11. The display arrangement as recited in claim 8, further comprising:  
said substantially U-shaped hook being substantially upwardly open when said tray is installed upon a roof-top of a carrying vehicle.
- [c12] 12. The display arrangement as recited in claim 4, further comprising:  
said insert being an elongate strip constructed from pliant material, said pliant material being sufficiently flexible to allow, during installation of said elongate strip into said track, an uninstalled portion of said elongate strip to flex into a longitudinally curved configuration while an installed portion of said elongate strip is substantially longitudinally straight in configuration.
- [c13] 13. The display arrangement as recited in claim 4, further comprising:  
said display surface of said insert being finished to contrast with a surrounding portion of said wheel tray.
- [c14] 14. The display arrangement as recited in claim 4, further comprising:  
said display surface of said insert being finished to match a surrounding portion of said wheel tray.
- [c15] 15. The display arrangement as recited in claim 4, further comprising:  
said display surface of said insert being finished to complement a surrounding portion of said wheel tray.
- [c16] 16. The display arrangement as recited in claim 15, further comprising:  
said display surface of said insert being colored to contrast with a surrounding portion of said wheel tray.
- [c17] 17. The display arrangement as recited in claim 15, further comprising:  
said display surface of said insert being colored to match a surrounding portion

- of said wheel tray.
- [c18] 18. The display arrangement as recited in claim 4, further comprising:  
said display surface of said insert being finished to complement an exterior  
finish of a carrying vehicle of a vehicular carrier into which said display  
arrangement is incorporated.
- [c19] 19. The display arrangement as recited in claim 18, further comprising:  
said display surface of said insert being finished to contrast with an exterior  
finish of a carrying vehicle of a vehicular carrier into which said display  
arrangement is incorporated.
- [c20] 20. The display arrangement as recited in claim 18, further comprising:  
said display surface of said insert being finished to match with an exterior finish  
of a carrying vehicle of a vehicular carrier into which said display arrangement is  
incorporated.
- [c21] 21. The display arrangement as recited in claim 4, further comprising:  
said display surface of said insert being colored to complement an exterior  
finish of a carrying vehicle of a vehicular carrier into which said display  
arrangement is incorporated.
- [c22] 22. The display arrangement as recited in claim 21, further comprising:  
said display surface of said insert being colored to contrast with an exterior  
finish of a carrying vehicle of a vehicular carrier into which said display  
arrangement is incorporated.
- [c23] 23. The display arrangement as recited in claim 21, further comprising:  
said display surface of said insert being colored to match with an exterior finish  
of a carrying vehicle of a vehicular carrier into which said display arrangement is  
incorporated.
- [c24] 24. The display arrangement as recited in claim 4, further comprising:  
a collection including a plurality of customizing inserts, each insert of said  
collection having a differently appearing display surface thereby enabling a user  
to select a particular insert from said collection for achieving a desired

appearance of said display arrangement.

- [c25]    25. The display arrangement as recited in claim 4, further comprising:  
said display surface of said insert being printed with identification of provider of  
at least a portion of said display arrangement.
- [c26]    26. The display arrangement as recited in claim 4, further comprising:  
said display surface of said insert being treated to have a metallic appearance.
- [c27]    27. The display arrangement as recited in claim 4, further comprising:  
said wheel tray configured to receive at least one bicycle wheel therein for  
carriage upon a transporting vehicle.

A copy of the original document has been filed in the U.S. Patent and Trademark Office.